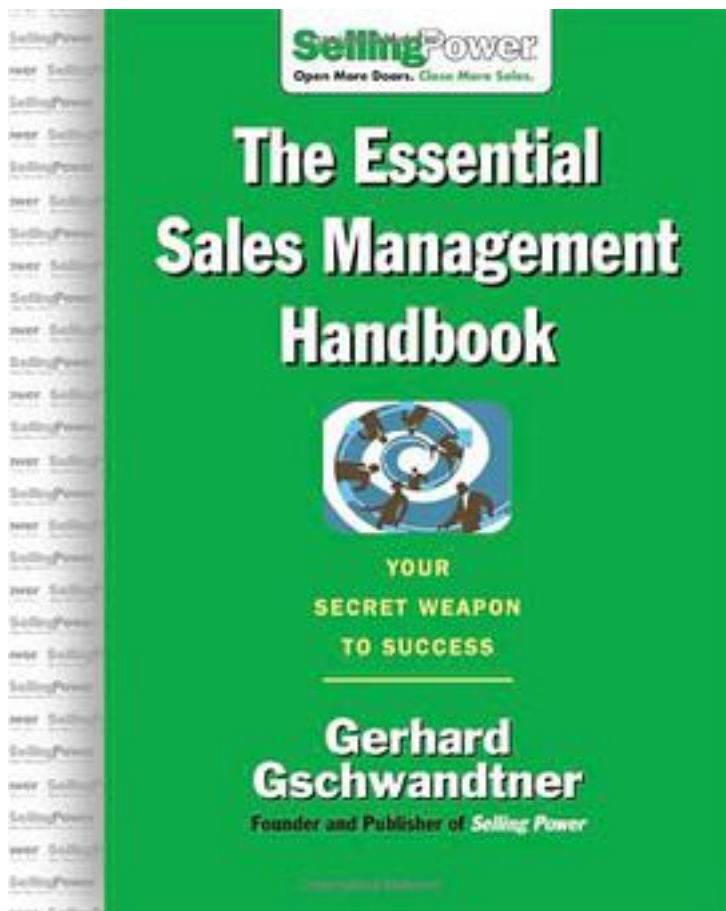


The Essential Sales Management Handbook



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At last, this title presents a comprehensive sales manager's reference tool for building management and leadership skills. From hiring new talent to forming a broad, cohesive strategy for the team's future, "The Essential Sales Management Handbook" has it all, featuring: best practices for building strong team relationships, motivating

sales professionals to sell at their highest level, and running effective meetings; discussions of complex topics, such as managing difficult personalities, turning amateurs into all-star performers, incentive plans that work, CRM technology, and successful change-management strategies; practical tips managers can use to foster growth, build enthusiasm, and boost knowledge and group skills; and, powerful ideas, suggestions, real-life stories, and practices from successful companies.

作者介绍:

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